

Committees, Research and Reports

Section At-A-Glance

- Seminole County Tourist Development Council
- Media Conversion Study
- Economic Impact Study and Visitor Profile
- Monthly Occupancy
- Orlando Sanford International Airport Statistics

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Seminole County Tourist Development Council

Profile:



- Networking and educational opportunity for industry sales and management teams
- Main business, budget, media, sales, partnerships and issues of the CVB are discussed
- Recommendations regarding TDC sponsorships and funding allocations are made by the nine member voting body to the Seminole County Board of County Commissioners
- Easy to use RSVP system for TDC is available on www.visitseminole.com

To receive more information about the TDC contact:

Jack Wert – Director
Seminole County CVB
Direct Line: (407) 665-2900
Email: jwert@co.seminole.fl.us

To receive more information about attending TDC meetings contact:

Fran Sullivan
Seminole County CVB
Direct Line: (407) 665-2906
Email: fsullivan@co.seminole.fl.us

**For an online archive of TDC meeting minutes, to view the TDC meeting schedule or to RSVP for a TDC meeting visit www.visitseminole.com/insem/tdc.asp.*

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Seminole County Media Conversion Study

Profile:

- Determines the effectiveness of current advertising outlets
- Analyzes the relationship between advertising inquiries and actual visitation
- Provides detailed information on inquirer's interest in Seminole County, if they visited and if they did not visit.
- Report is available on www.visitseminole.com



Seminole County Economic Impact Study and Visitor Profile

Profile:

- Determines the impact of visitor spending
- Analyzes the spending habits of the “overnight” visitor and the “day-tripper”
- Captures key demographic information of visiting population – (Anyone over the age of 18 not living or working in Seminole County)
- Report is available on www.visitseminole.com

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Seminole County Monthly Occupancy

Profile:

- Provides monthly tracking of Seminole County hotel occupancy
- Reports on information such as: number of rooms rented, ADR in aggregate and year to date averages

For more information or to become a participant in the Monthly Occupancy Report contact:

Red McCullough
McCullough & Associates
Direct Line: (407) 834-9939
Email: bamared@ix.netcom.com

To receive a copy of the Monthly Occupancy Report contact:

Karen Brown – Sales & Marketing Manager
Seminole County CVB
Direct Line: (407) 665-2913
Email: klbrown@co.seminole.fl.us

Orlando Sanford International Airport Statistics

Profile:

- Provides monthly statistics for OSI
- Reports on yearly passenger counts and operations
- Direct link from the Inside Seminole section on www.visitseminole.com

